

# Directive Speech Act on Government Officials in Enforcement of Restrictions on Community Activities (PPKM) Discourse on Electronic Media to Improve Student Character Education

Leony Dwi Sasmitha\*, Harun Joko Prayitno, Miftahul Huda, and Laili Etika  
Rahmawati

*Faculty of Teacher Training and Education, Surakarta, Universitas Muhammadiyah Surakarta, Indonesia*

*\*Corresponding author. Email: [a310180062@student.ums.ac.id](mailto:a310180062@student.ums.ac.id)*

## ABSTRACT

During this COVID-19 pandemic, government officials often used directive speech acts to give orders. Government officials use directive speech to govern a country. This study aims to describe the directive speech acts of government officials in electronic media to improve student character education. This study used the descriptive qualitative method. Data collection techniques employed documentation techniques by collecting documents in electronic media. The data analysis technique utilized in this research was pragmatic equivalent. The results of this study revealed that in the type of asking speech, there is an effect, namely the speech partner receives encouragement and enthusiasm from the speech partner. In the type of inviting utterance, there is an effect, namely receiving encouragement and attracting interest. In the advising type of speech, the effect caused in the speech is to attract and receive encouragement. Meanwhile, character education that can be applied in the speech of government officials is discipline, love for the homeland, care for the environment, social care, and responsibility.

**Keywords:** *directive speech acts, government officials, electronic media, character education*

## 1. INTRODUCTION

Language is an action. Language does not only include utterances, speech, sentences, or the use of the language but also contains the will to do or not to do an action. As a means of communication, language is a culture, growing rapidly according to its era. Language also has a position that focuses on knowledge, such as morphology, semantic, phonology, syntax, and pragmatics, used as communication tools that study and focus on language skills, such as speaking, listening, writing, and speaking. As stated [1], language is a means of communication between humans and other humans produced by human speech. If the speech is attached to the hearer, it can be called a directive speech act. In addition [2], language studies are collaborations between other languages, such as words, phrases, and clauses.

A speech act is an utterance influencing the speech partner. Whether speech acts are influential or not depends on speech acts' strategy in conveying an utterance. In speaking, it also requires norms in speaking. According to [3], in speaking, there are conversational norms using the term speech event. In carrying out an utterance or a speech, several discussions cover the scope, types, forms, and strategies

of speech act in social life or when carrying out activities, such as meetings in an area. Speech acts are divided into two, namely direct speech acts and indirect speech acts. If the speech partner can translate and understand the speech, it can be said to be successful. Communication can be said to be successful if there is an understanding between the speaker and the speech partner and can understand what the speaker is saying [4]. Specifically, directive speech acts are often found in everyday life, for example, conversations between parents and children. [5] argues that utterances that use directive speech acts are often found in everyday life.

Directive speech acts are part of illocutionary speech acts, which convey something so that the speech partner is moved to take action. Directive speech acts are also not only found in everyday conversations with speech partners. Directive speech acts can be found in films and electronic media, such as the internet, television, radio, YouTube, etc. This speech act is often referred to as the act of doing something. [6] A directive speech act is also an action with the same context. There are types of directive speech acts, including giving orders, asking, inviting, advising, and prohibiting. Viewed from another perspective, pragmatic perspective, directive speech acts

are part of language actions that need to be detailed in-depth in the context so that the speech partner can respond effectively as desired by the speaker [7]. From these explanations, it can be concluded that an utterance can have various meanings or speech functions.

On the other hand, government officials are those who occupy a certain position in a government unit. Government officials are also those whose workplaces are in institutions that carry out administrative functions only, or commonly referred to as state administration officials, like ministers who assist the president and other government officials in the executive environment. The government referred to in this study is the process, method, and act of governing [8]. That way, government officials are those who can carry out the processes and methods of giving orders to the community through their subordinates in the context of organizing the welfare of their people and for the sake of the national interest of the state.

Moreover, the world is being shaken by the COVID-19 virus at the end of 2019. The first time COVID-19 entered Indonesia was in March 2020. In this case, the government is trying to take several actions, one of which is implementing PPKM (Community Activities Restrictions Enforcement) in Indonesia. PPKM is a regulation implemented by the Indonesian government in early 2021 as a response to COVID-19. This PPKM policy is one of the preventive and promotive efforts carried out by the government [9]. Before the PPKM, the government had implemented large-scale social restrictions in several areas.

Furthermore, nowadays, information is vital for Indonesian people. One of the media to obtain information known by the public is a newspaper [10]. In

## **2. METHOD**

The method used in this study was a qualitative descriptive method. Qualitative descriptive is describing an object. It means that this study seeks to record in detail all the linguistic phenomena in speech. According to [12], descriptive also means describing data collected. This research focused more on describing directive speech acts in government officials through electronic media. [13] stated that this kind of research covers forms carefully, such as words, sentences, discourses, pictures, notes, videos, and types. The object of this research was the directive speech act of government officials in the PPKM discourse in electronic media.

The data collection technique used in this research was the documentation technique. Documentation is a technique for collecting data obtained through books, the internet, and reports. According to [14], the

this regard, electronic media is the media of newspapers usually delivered via mobile phones. Electronic media is often used to search for information or news online. Electronic media is also a medium to convey information to the public through electronic media. In addition, print media, such as Jawa Pos, Solo Pos, Tribune, and other print media, have now been converted online into digital media to make it easier for the public to access them on the internet. Also, mass media can be divided into three, namely television/radio, print media, including newspapers and magazines, and online media, such as the internet, streaming television, and information that can be accessed via the internet.

On the other side, character education is a means to build students' character starting early in an institution. The school here is a place to shape the character of students. Character education includes 18 values: being religious, honest, tolerance, discipline, hard work, creative, independent, democratic, curiosity, national spirit, love for the homeland, respect for achievement, communicative, love peace, love to read, care for the environment, care, social, and responsibility. Character education is also one of the efforts of schools and parents to form the character of responsibility and discipline and have a caring nature for the environment [11].

Thus, the authors would like to describe how directive speech acts on government officials in electronic media and their implications for character education for students. It is because there are many utterances by government officials in electronic media, such as pleading, requesting, giving orders, demanding, and prohibiting.

documentation technique can be used by reading the data source. Documentation thus can be used to collect information. In this study, data collection was obtained from electronic media, such as Tribune, Solo Pos, Jawa Pos, CNN Indonesia, and other electronic media.

In this research, the data analysis technique used pragmatic equivalent. In the pragmatic equivalent, the determining tool is the interlocutor himself to cause an effect so that the speech partner does something. Pragmatic equivalents can be used to identify identities read in their writings [15]. In addition, pragmatic equivalents are speeches or utterances that can cause certain reactions to the speech partners concerned. In pragmatic studies, pragmatic fields can be used to analyze data. According to [16], a pragmatic matching technique is used to analyze the data. Thus, it is concluded that pragmatic equivalence is a data analysis using sensitivity to the speech partner to cause certain reactions to the speech partner.

### 3. RESULTS AND DISCUSSION

Directive speech acts are to affect the speech partner to take action. The directive speech acts include begging, requesting, demanding, prohibiting, giving orders, and

criticizing. The function of a directive speech act is also to give an effect to do something. This finding can be illustrated in Figure 1.



Figure 1 Government Officials' Speech Acts on PPKM Discourse in Electronic Media

Government Officials' Speech Actions on PPKM Discourse in Electronic Media Giving orders, asking, inviting, advising, and prohibiting.

#### 3.1 Directive Speech Acts of Giving Orders

Directive speech acts of giving orders are to influence the speech partner to carry out the orders conveyed by happens to superiors who have a high rank to their subordinates. In the speech of government officials, the type of giving orders has three categories: health protocols for students, orders to immediately carry out

the speaker. Ordering, instructing, requiring, forcing, borrowing, and requesting are part of the directive speech act of giving orders. According to [17], this type of directive speech act of giving orders aims to give orders to the speech partner. It usually

face-to-face meetings (PTM) and decreasing social assistance to the community.

##### 3.1.1 Speech for Giving Health Protocol Orders

Table 1. Health protocols for students

Utterance	Context	Aim	Source
(1) <i>Yang sudah melakukan pembelajaran tatap muka terbatas untuk selalu patuhi protokol kesehatan, Kata Nadiem.</i>  ["Those who have done limited face-to-face learning, please always obey the health protocols," said Nadiem.]	Mr. Nadiem gave instructions to students who have implemented PTM always to obey the health protocol.	Asking students to obey health protocols	Suara.com Thursday (12/8/2021)

The aim to be addressed by the speaker (1) is to instruct speech partners for those who have done face-to-face learning (PTM) to always comply with health protocols. Looking at this pandemic period, schools are

one of the causes of this spike in COVID-19 cases. The effect of the speech is that the speech partner is encouraged to follow the speaker's instructions always to carry out the health protocol when carrying out face-

to-face meetings (PTM). Maintaining health protocols can reduce the cases of this increase in COVID-19. [18] argues that a person's discipline can be reduced if the surrounding environment is not supportive.

Meanwhile, the character value in speech (1) is related to the value of the discipline character. With the health protocol orders for students, disciplinary behavior

will arise. Here, education influences student behavior; thus, the educational value is needed to be instilled in students [19].

**3.1.2 Speeches for Giving Orders for Face-to-Face Learning**

**Table 2.** Leading to face-to-face learning orders

Utterance	Context	Aim	Source
<p>(2) <i>Tetapi di level 1-3, ada yang wajib, memberikan opsi tatap muka. Yang wajib itu kriterianya itu kalau guru dan tenaga kependidikan sudah vaksinasi dua kali. Mereka yang wajib. Ujar Nadiem Makarim Menteri Pendidikan.</i></p> <p>["But at levels 1-3, there are mandatory ones, providing face-to-face options. For mandatory, the criteria are teachers and education personnel have been vaccinated twice. They are mandatory," said Nadiem Makarim, Minister of Education</p>	<p>Mr. Nadiem gave instructions to schools already at levels 1-3, and their education staff had been vaccinated twice to carry out face-to-face learning immediately.</p>	<p>Teachers who have been vaccinated twice are obliged to hold face-to-face meetings immediately.</p>	<p>Wednesday (25/8/2021)</p>

Speech (2) contains the intention of giving instructions to schools that are already at levels 1-3, and education personnel has been vaccinated twice to hold face-to-face meetings immediately. After the decline in COVID-19 cases, there was a decrease in the status of the Java-Bali emergency PPKM; some regions whose status from PPKM level 4 has dropped to level 3. Therefore, the speaker wants to give orders to the speech partners that areas already at levels 1-3 to immediately conduct face-to-face meetings, provided that teachers and workers have been vaccinated twice. The effect given by the speech is that the speech

partners accept the invitation and are moved to immediately hold a face-to-face meeting if they have been vaccinated twice. In this case, [20] the teacher is one of the most important vaccination recipients. Teachers are also the primary target of the vaccination communication campaign to convey knowledge about the vaccination program.

Meanwhile, the character values in speech (2) are related to full of responsibility. With responsible character education, it is hoped that children can carry out their duties and obligations to carry out health protocols and apply the rules that the state has made.

3.1.3 *Speeches for Giving Orders related to Social Activities*

**Table 3.** Leading to social activities

Utterance	Context	Aim	Source
(3) <i>Yang punya hajatan dan pengantin harus dites swab antigen terlebih dahulu, kata Bupati Yuni dikutip Tribun Jateng.</i>  ["Those who have a celebration and the bride and groom, they must be tested for antigen swab first," said Regent Yuni, quoted by the Tribun Jateng]	Yuni demanded that citizens who have a celebration be tested for antigen swab first.	Orders for swab for the bride and groom holding a reception or marriage ceremony	Kompas.com Wednesday (1/9/2021)

In speech (3), the speaker intends to require the speech partner to carry out the celebration to do a swab first. The regent of Sragen, Untung Yuni Sukawati, allowed the residents to have a celebration, but on the condition that the bride and groom had to be swab first. The effect given to the speaker is that the speech partners are moved to do a swab when they are carrying out a celebration. [21] argues that PPKM activities aim to provide clear information regarding the COVID-19 virus.

Meanwhile, the character value in speech (3) is related to discipline. With disciplined behavior, it can be exemplified for students always to obey the rules that the school has imposed. Related to this, integration and internalization of the eight intelligence into active learning holistically will shape the personality and

character of students in social life [22]. Thus, there will be a sense of responsibility for the rules that have been applied. Here, the teacher plays a vital role in fostering student character education. That way, the teacher is the main factor in the formation of character education in the form of responsibility [23].

**3.2 Directive Speech Acts of Asking**

The directive speech act of asking is to influence the speech partner to do something. The directive speech acts of asking have types, such as expecting, begging, and offering. There are three categories in this type of asking speech: PPKM in education, health protocols for the Indonesian people, and expecting empathy.

3.2.1 *Speech of Asking Related to PPKM in Education*

**Table 4.** Speeches of asking that lead to PPKM in education

Utterance	Context	Aim	Source
(4) <i>Saya berharap teman-teman yang masih harus sekolah atau kuliah daring untuk tetap semangat dan bersabar. Ujar Nadiem Makarin</i>  ["I hope friends who still have to go to school or online lectures to keep the spirit and be patient." Nadiem Makarin said]	Mr. Nadiem hopes that colleagues who are still studying to remain enthusiastic and patient even though they have to be online.	Asking the interlocutor to be enthusiastic and patient	Suara.com Thursday (12/08/2021)

Speech (4) implies that the speaker hopes the student or college students to remain patient even though the learning in school or college is still online. Due to the pandemic and the Java-Bali emergency PPKM, the government decided that all activities at schools were diverted to their respective homes. The effect of the speech is that the speech partner becomes more patient in dealing with online education. During this pandemic, the government has enacted a new policy in education, namely learning shifted to online learning. However, the lack of knowledge about teacher and

student technology is one of the barriers to learning [24].

The speech can be associated with religious character education. The command to remain patient and enthusiastic about online learning sets an example for students to cultivate a sense of patience. Character decline is most commonly found in elementary school students, easily influenced by changing eras. One example of growing religious character is to do good [25].

**3.2.2 Speeches of Asking for Health Protocol**

**Table 5.** Speeches of asking related to health protocols for the Indonesian community

Utterance	Context	Aim	Source
(5) <i>Saya mohon kerja sama dari seluruh komponen masyarakat untuk mematuhi protokol kesehatan dan ketentuan-ketentuan tambahan selama periode PPKM ini, jumlah vaksinasi juga meningkat cukup signifikan dan akan kita targetkan 1,5 juta suntikan pada bulan depan. Ungkap Menko Luhut</i>  ["I ask for cooperation from all components of society to comply with health protocols and additional provisions during this PPKM period; the number of vaccinations has also increased quite significantly, and we will target 1.5 million injections next month." said Coordinating Minister, Luhut]	Mr. Luhut asked the Indonesian people to continue to comply with the health protocols.	Requesting to obey health protocols	Kominfo.go.id Saturday (17/07/2021)

Speech (5) is addressed to all Indonesian people. In the Virtual Press Conference on PPKM Implementation Evaluation from Jakarta, Mr. Luhut asked the Indonesian people to continue implementing health protocols and complying with additional government policies. During the PPKM policy, Coordinating Minister, Luhut also stated that the government was evaluating. From this evaluation, the government makes rules and asks the public to comply with the new rules

that the government has set. The effect given by the speech to the interlocutors is to always comply with health protocols and the policies that the government has made. Here, the government always reminds the public to comply with the health protocol [26].

The speech can be associated with discipline character education. The disciplinary behavior of the health protocol will set an example for students to obey the rules that apply at school. These utterances can have

a disciplinary effect on students. The application of disciplined character education can also improve the

quality of learning in the classroom [27].

### 3.2.3 *Speech Requests of Empathy*

**Table 6.** Speeches of asking that lead to expect empathy

Utterance	Context	Aim	Source
(6) <i>Saya minta kita semuanya bisa bekerja sama, bahu membahu untuk melaksanakan PPKM ini, dengan harapan kasus akan segera turun dan tekanan kepada rumah sakit juga menurun. Kata Jokowi.</i>  ["I ask that we all work together, hand in hand, to implement this PPKM, with the hope that cases will soon drop and the pressure on hospitals will also decrease." Jokowi said.	Pak Jokowi asked the Indonesian people to work hand in hand to implement PPKM.	Asking for cooperation from the community	Republika.com, Tuesday (20/07/2021).

Speech (6) gives a message to the interlocutor to work hand in hand during a pandemic like this. The more people help each other, the easier the activity will be. The effect given by the speech is that the speech partners are moved to work hand in hand with other people. According to [28], the importance of mutual cooperation, mutual assistance, and anti-discrimination can start at an early age. With a sense of empathy for fellow human beings, a sense of mutual help towards others will arise.

The speech can be associated with social care character education. Speech (11) provides an example of working together and hand in hand when facing the COVID-19 pandemic. It can be concluded that the speech will lead to the character of social care towards other students and the community. Environmental care character education is a sensitivity to care for fellow human beings, which can be applied through example and habituation [29].

## 3.3 *Directive Speech Acts by Government Officials to Invite*

The directive speech act of inviting implies an invitation to the speech partner to do something. [30] [30] argues that the directive speech act of inviting is an

act of asking in the sense of participating. In this speech act of inviting, there are types of inviting, seducing, encouraging, supporting, supporting, urging, demanding, opposing, demanding, and targeting. In the invitation speech, there are three categories: inviting kindness during a pandemic, demanding vaccinations, and health protocols for students.

### 3.3.1 *Speech to Invite Kindness*

**Table 7.** Inviting kindness to the Indonesian society

Utterance	Context	Aim	Source
(7) <i>Dengan kebersamaan, semuanya akan menjadi mudah. Ada beberapa indikator yang menjadi penilaian PPKM. Indikator</i>	Mr. Marwan advised that with togetherness, everything would look easy.	Let's be patient together	Detik.com, Tuesday (24/8/2021).

*itu ialah kasus aktif dan pelaksanaan vaksinasi. Terang Marwan.*

["With togetherness, everything will become easier. Several indicators become the assessment of PPKM. Those indicators are active cases and the implementation of vaccinations." Marwan explained.]

Speech (7) contains the intention of inviting kindness, i.e., the speaker wants to convey to the speech partner that with togetherness, everything will be easy. The point is that every obstacle being faced during this pandemic will feel easy if all of them are passed together. [31] argues that ethical values are two different things, which cannot be separated because both are very useful for people's lives. The effect given by the speech is that the speech partners embrace each other and provide moral and financial support.

### 3.3.2 *Speech to Invite Vaccination*

**Table 8.** Inviting the elderly for vaccination

Utterance	Context	Aim	Source
(8) <i>Kalau 60% warga Indonesia sudah di vaksin, bisa seperti itu yang nonton piala Eropa (di stadion). Kalau punya orang tua yang usianya sudah lanjut, tolong diajak vaksin. Atau anda punya teman yang sakit gula, darah tinggi kalau bisa diajak mumpung masih sehat. Tambah Ganjar,</i>  ["If 60% of Indonesians have been vaccinated, such as watching the European Cup (at the stadium) can be done. If you have elderly parents, please invite them to get vaccinated.	Mr. Ganjar persuaded his citizens who have elderly parents or are sick with sugar or high blood pressure to get vaccinated immediately.	Inviting vaccination to the community, especially the elderly	Jatengprov.go.id (2/72021).

Meanwhile, the character values in speech (13) are religious. The speech contains the meaning of kindness to provide an example and create a sense of doing good to others. [32] argues that the value of religious character is not only done formally, at school and in the classroom but can also be done informally, for example, through regulations held by schools.

Or, you have a friend who is sick with sugar or high blood pressure, if you can, invite them, while they are still healthy." added Ganjar.]

The directive speech act (8) intends to invite the Indonesian people to vaccinate, especially among the elderly and people who are sick with sugar or high blood pressure. As long as they are still in good health, they need to be invited to get vaccinated immediately. It is because health in this day and age is crucial and vulnerable for the elderly. The effect given by the speech is that the speech partners are moved to carry out vaccinations, especially parents. [33] Often, people misinterpret vaccination programs run by the

government due to a lack of knowledge about vaccination.

Speech (15) can be associated with character education as a form of social care. With encouraging the community and helping educate about vaccines, there will be a sense of caring for others. With the behavior of encouraging the community and helping to provide education, it can set an example for students to build social care.

### 3.4 Speech to Inviting Obeying Health Protocol

**Table 9.** Health protocol for students

Utterance	Context	Aim	Source
(9) <i>Yang jelas peserta didik wajib melaksanakan prokes secara ketat dan disiplin. Kata Amrizal Rengganis.</i>  ["What is clear is that students are required to carry out strict and disciplined health protocols." said Amrizal Rengganis.]	Mr. Amrizal demanded that students continue to comply with health protocols.	Health protocol for students	CNN.Indonesia, Thursday (7/10/2021).

In speech (9), the speaker wants to urge the interlocutor that in schools that have implemented PTM, it is necessary to demand that their students continue to comply with health protocols and discipline when carrying out regulations that the government has set. The effect given by the speech is that the speech partner accepts and is moved to carry out the discipline of health protocols and the rules that the government has set. The level of awareness of implementing health

protocols in schools is good, but education must still be given [34].

The speech can be associated with character education in the form of discipline. With the order to be disciplined through health protocols, students can cultivate a sense of discipline. That way, the teacher can set an example for students to apply discipline in the classroom and at school [35].

speech of government officials, there are three categories: health protocols for the Indonesian people, health protocols containing 3M, 5M, and 6M, and advising kindness.

### 3.5 Directive Speech Act of Advising

The directive speech act of advising is intended to advise the speech partner to take action. According to [36], the type of directive speech act is to advise gives a message or advice. The types of directive speech act themselves include advising, advocating, suggesting, directing, appealing, calling, and reminding. In the

3.5.1 *Speech to Advise Health Protocol*

**Table 10.** Health protocol to Indonesian society

Utterance	Context	Aim	Source
<p>(10) <i>Tapi kita juga memerlukan mendisiplinkan masyarakat kita, karena kunci utamanya adalah justru dibagian hulu adalah kedisiplinan masyarakat untuk mematahi protokol kesehatan. Ujar Tito.</i></p> <p>["But we also need to discipline our community because the main key is on the upstream side, namely community discipline to comply with health protocols." Tito said.]</p>	<p>Tito advised the public to remain disciplined about health protocols during the pandemic, especially during PPKM.</p>	<p>Directing Indonesian people to comply with health protocols</p>	<p>Tribunnews.com, Monday (26/7/2021).</p>

In the speech (10), the speaker advises the speech partners that the main key is precisely at the upstream side, namely community discipline to comply with health protocols. The purpose of this speech is that Mr. Tito wants to advise that health protocols are important during this COVID-19 pandemic. The effect given by the speech is that the speech partners are moved to implement health protocols to be adhered to because the key to reducing COVID-19 cases is for the community to continue to implement health protocols. According to [37], during the pandemic, it is highly recommended to use a mask and maintain a minimum distance of three cm and etiquette when sneezing.

Meanwhile, the character values that can be taken are the type of discipline character education. With advice for the discipline of health protocols, it will encourage students to behave in a disciplined manner against the rules that have been made. Combining discipline and full responsibility in activities, for example, is doing self-development, school culture, and subjects. Character education is divided into internal and external factors [38].

3.5.2 *Speech to Advise 5M Health Protocol*

**Table 11.** 5M health protocol

Utterance	Context	Aim	Source
<p>(11) <i>Untuk mengalami keterkendalian lagi, prokes 5M terus diperketat karena banyak beredar di Jawa Barat adalah varian Delta yang daya tularnya 3 sampai 10 kali</i></p>	<p>Mr. Emil advised his citizens to continue to obey health protocols, especially the 5M health protocol.</p>	<p>Adhere to health protocols, especially the 5M health protocol</p>	<p>Tribun, (1/07/2021)</p>

*lipat lebih cepat. PPKM Darurat untuk menekan persebaran virus Covid-19 dan menurunkan keterisian di rumah sakit cepatnya. Kata Gubernur yang akrab disapa Kang Emil.*

[" To experience control again, the 5M health protocol needs to continue to be tightened because many circulating in West Java are the Delta variant, which transmits three to ten times faster. Emergency PPKM is to suppress the spread of the COVID-19 virus and reduce occupancy at home get sick soon." said the Governor familiarly called Kang Emil.]

In the speech (11), there is a directive speech act of inviting. The speaker reminded the Indonesian people to continue maintaining health protocols, especially the 5M health protocol. During this pandemic, the 5M health protocol is important, such as washing hands, wearing masks, maintaining distance, staying away from crowds, and reducing mobility. The effect caused in the speech is that the speech partner is moved to implement health protocols by maintaining 5M. A large number of COVID-19 cases is due to the

lack of community discipline to implement health protocols [39].

The speech can be related to the character education of the discipline type. With the rules for discipline to apply health protocols, it is hoped to create a sense of discipline for students. The disciplinary behavior of the health protocol can provide an example to build the character of discipline in students. The value of the character of discipline and responsibility in learning is important [40].

### 3.5.3 *Speech to Advise Kindness*

**Table 12.** Advising kindness to Indonesian society

Utterance	Context	Aim	Source
(12) <i>Wakil Presiden dalam ratas tadi mengingatkan agar kita tetap waspada dan hati-hati. Risiko peningkatan kasus masih tinggi dan dapat terjadi sewaktu-waktu,</i>	Mr. Luhut advised Indonesian citizens to stay alert to the spike in COVID-19 cases that could occur at any time.	Stay home during the pandemic	Liputan 6.com, Monday (4/10/2021).

*jelas Luhut.*

["The Vice President in the limited meeting reminded us to remain vigilant and careful. The risk of an increase in cases is still high and can occur at any time," explained Luhut.]

In the speech (12), Mr. Luhut said that in the limited meeting earlier, Mr. Amin Ma'ruf told the Indonesian people to be careful about the risk of increasing new cases of COVID-19. Mr. Amin Ma'ruf advised us to stay alert and continue to be careful. A large number of cases of COVID-19 and the many new variants of this virus have led to a surge in cases of people affected by COVID-19.

The effect given to the speech is that the speech partner is moved to be careful, especially when carrying out activities outside the home. [41] The presence of COVID-19 in Indonesia impacts not only the urban environment but also the rural environment.

### **3.6 Directive Speech Act of Prohibiting**

Directive speech acts of prohibiting affect the interlocutor from taking action. Types in the directive speech act of the prohibiting include prohibiting and preventing. According to [42], directive speech acts of

the prohibiting can be used to control life to apply gratitude in life. In the speech of government officials, there are two categories of prohibitions: prohibitions in euphoria and activities in public facilities.

#### **3.6.1 Speech for Prohibition in Euphoria**

**Table 13.** Prohibition of euphoria during PPKM

Utterance	Context	Aim	Source
<p>(13) <i>Jangan euforia dulu, tetap dijaga semuanya. Kondisi yang makin turun dan makin baik ini mari kita jaga, agar kita sampai ke garis finish dengan aman dan selamat," kata Ganjar di Semarang, Selasa, 7 September 2021</i></p> <p>["Don't be euphoric first, keep everything under control. This condition is getting lower and better. Let's keep it so that we get to the finish line safely and safely," said Ganjar in Semarang, Tuesday, September 7, 2021]</p>	<p>Mr. Ganjar forbids his citizens to be euphoric during the pandemic.</p>	<p>Prohibition on having fun during the COVID-19 pandemic</p>	<p>Med.com Tuesday, September 7, 2021</p>

In the speech (13), there is a directive speech act of prohibiting. The meaning of this speech is that Pak Ganjar warns the Indonesian people not to be euphoric because the pandemic is not over yet. The effect caused by the speech is that the speech partner accepts not to have fun first during this pandemic. The pandemic period is not over yet, so stay alert for a surge in new cases.

### 3.6.2 *Speech of Prohibition for Community Activities*

**Table 14.** Prohibition for Community Activities

Utterance	Context	Aim	Source
<p>(14) <i>Kegiatan masyarakat di fasilitas umum atau tempat wisata atau taman dilarang dan pengaturan lebih lanjut diserahkan kepada pemerintah daerah berkoordinasi dengan Satgas Penanganan Covid-19 Daerah, ujar Tito.</i></p> <p>[Community activities in public facilities or tourist attractions or parks are prohibited, and further arrangements are left to the regional government, in coordination with the Regional COVID-19 Handling Task Force," said Tito.]</p>	<p>Mr. Tito forbade any public facilities or tourist attractions activities during the emergency PPKM.</p>	<p>Banning crowds during PPKM</p>	<p>Kompas.com, Tuesday (15/6/2021).</p>

In the speech (14), there is a directive speech act of prohibiting. The meaning of the speech is that Mr. Tito forbids any activities that cause crowds, especially in public facilities and tourist attractions. The effect in the speech is that the speech partner accepts and does not carry out activities during a pandemic, especially in public facilities and tourist attractions.

Meanwhile, the value of character education that can be taken is love for the homeland. With the prohibition of crowding and placing the nation's interests above personal interests, it can set an example for students to instill patriotic behavior. Here, teachers can implement character education with self-development, such as a spontaneous attitude to reprimand and apply an attitude of patriotism towards students [44].

Meanwhile, the character value taken is love for the homeland. With the prohibition against being euphoric during this pandemic, students will act and place the interests of the nation and state above themselves and a group. Love of the homeland character education must be applied since childhood, one of which is through educational institutions [43].

## 4. CONCLUSION

From the analysis above, it can be concluded that so far, the government has often ordered the public to continue to comply with health protocols and continue to invite people to carry out vaccinations. In the requesting type of speech, there is an effect, i.e., the speech partner receives encouragement from the speech partner. In the type of inviting utterance, the effect is receiving encouragement and attracting interest. In the advising type of speech, the effect is attracting and receiving encouragement. Meanwhile, character education that can be applied in the speech of government officials is discipline, love for the homeland, care for the environment, social care, and responsibility.

## ACKNOWLEDGMENT

We thank God Almighty, Universitas Muhammadiyah Surakarta, Faculty of Teacher Training and Education, Department of Indonesian Language and Literature Education, LPPI, parents, and friends who have helped us complete this research. Without their great support, we could not complete this article properly.

## REFERENCES

- [1] M. Y. N. A. B. W. Rohmadi, *Morfologi Telaah Morfem dan Kata*. Surakarta: Yuma Pustaka, 2012.
- [2] M. F. Anding, S. Saud, and S. Rijal, "Peningkatan Kosakata Bahasa Jerman Melalui Penggunaan Media Cerita Pendek," *Interf. J. Lang. Lit. Linguist.*, vol. 2, no. 1, pp. 57–63, 2021, [Online]. Available: <http://103.76.50.195/INTERFERENCE/article/view/20128>.
- [3] L. Qomariyah, "Tindak Tutur Direktif Guru Dalam Pembelajaran Bahasa Arab," *Arab. J. Arab. Stud.*, vol. 2, no. 1, p. 1, 2017, doi: 10.24865/ajas.v2i1.32.
- [4] A. R. Murti and Z. Nurhuda, "Tindak Tutur Direktif Dalam Novel Susah Sinyal Karya Ika Natassa & Ernest Prakasa (Kajian Pragmatik)," *J. Sasindo UNPAM*, vol. 7, no. 1, p. 70, 2019, doi: 10.32493/sasindo.v7i1.70-93.
- [5] F. Fatma, H. J. Prayitno, N. Jamaludin, G. K. Jha, and T. I. Badri, "Directive Speech Acts in Academic Discourse: Ethnography of Communication from Gender Perspective in Higher Education," *Indones. J. Learn. Adv. Educ.*, vol. 2, no. 1, pp. 27–46, 2019, doi: 10.23917/ijolae.v2i1.8829.
- [6] I. N. Wati, N. E. Rusminto, and B. Riadi, "Tindak Tutur Direktif Guru Perempuan dalam Pembelajaran Bahasa Indonesia Kelas XI SMA," *AKSARA J. Bhs. dan Sastra*, vol. 18, no. 2, pp. 100–112, 2017, doi: 10.23960/aksara.v18i2.pp100-112.
- [7] dan S. Teza Dwi Putri, Dian Eka Chandra Wardhana, "TINDAK TUTUR DIREKTIF PADA NOVEL BIDADARI-BIDADARI SURGA KARYA TERE LIYE," *J. Ilm. Korpus*, vol. 3, pp. 108–122, 2019, doi: <https://doi.org/10.33369/jik.v3i1.7352>.
- [8] H. J. Prayitno, *STUDI SOSIOPRAGMATIK*. Surakarta: Muhammadiyah University Press, 2017.
- [9] Y. Laga, H. Kusuma, A. Fatmawati, and D. Puspitaningsih, "Pendidikan kesehatan dan pemberdayaan masyarakat dalam pemberlakuan pembatasan kegiatan masyarakat skala mikro," vol. 5, no. 5, pp. 3–9, 2021, doi: <https://doi.org/10.31764/jmm.v5i5.5308>.
- [10] I. Ogi, L. Kawet, and T. Anggia, "Analisis Pengaruh Strategi Promosi, Harga, Dan Kepuasan Terhadap Loyalitas Konsumen Surat Kabar Manado Post," *J. Ris. Ekon. Manajemen, Bisnis dan Akunt.*, vol. 3, no. 2, pp. 1041–1050, 2015, doi: 10.35794/emba.v3i2.9283.
- [11] A. Sari, "Implementasi Pendidikan Karakter Di Sekolah Melalui Kegiatan Pembiasaan Dan Keteladanan," *Tarbawi J. Keilmuan Manaj. Pendidik.*, vol. 3, no. 02, p. 249, 2017, doi: 10.32678/tarbawi.v3i02.1952.
- [12] K. A. Akhmad, "Pemanfaatan Media Sosial bagi Pengembangan Pemasaran UMKM (Studi Deskriptif Kualitatif pada Distro di Kota Surakarta)," *DutaCom J.*, vol. 9, no. 1, pp. 43–54, 2015, [Online]. Available: <http://journal.stmikdb.ac.id/index.php/dutacom/article/view/17>.
- [13] N. A. Syah, "KESANTUNAN TINDAK TUTUR DIREKTIF DALAM TALK SHOW SATU JAM LEBIH DEKAT DI TV ONE (TINJAUAN PRAGMATIK) Oleh," *Bhs. dan Sastra*, vol. I, no. 1, pp. 94–111, 2017.
- [14] F. W. Lubis, "Analisis Diskriminasi Pada Novel ' Amelia ' Karya Tere Liye," *J. Sci. Soc. Res.*, vol. 1, no. 1, pp. 53–59, 2018, doi: <https://doi.org/10.54314/jssr.v1i1.100>.
- [15] J. Santoso, A. Sabardila, A. B. Wahyudi, D. Haryanti, N. Faizah, and S. Riyanto, "Aspek Nilai Moral Dalam Akun Facebook Jokowi," *J. Penelit. Hum.*, vol. 18, no. 2, p. 38, 2017, doi: 10.23917/humaniora.v18i2.5190.
- [16] S. Safrihady and H. B. Mardikantoro, "Jenis dan Fungsi Pragmatis Tindak Tutur Masyarakat Melayu Dialek Sambas di Kota Singkawang," *Seloka J. Pendidik. Bhs. dan Sastra Indones.*, vol. 6, no. 1, p. 312, 2017, [Online]. Available: <https://journal.unnes.ac.id/sju/index.php/seloka/article/view/14766>.
- [17] V. R. Sagita and T. Setiawan, "Tindak Tutur Ilokusi Ridwan Kamil dalam Talkshow Insight di CNN Indonesia," *Lensa Kaji. Kebahasaan, Kesusastraan, dan Budaya*, vol. 9, no. 2, p. 187, 2020, [Online]. Available: <http://jurnal.unimus.ac.id/index.php/lensa>.
- [18] A. Karim, "Hubungan Disiplin Kerja Dan Sikap Inovatif Dengan Kinerja Guru Sma Negeri 14 Medan," *J. Ilm. METADATA*, vol. 1, no. 2, pp. 1–16, 2020, doi: 10.47652/metadata.v1i2.8.
- [19] Sri Hudiari, "Penyertaan Etika Bagi Masyarakat Akademik Di Kalangan Dunia Pendidikan Tinggi," *J. Moral Kemasyarakatan*,

- vol. 2, no. 1, pp. 1–13, 2017, [Online]. Available: <http://ejournal.unikama.ac.id/index.php/JMK>.
- [20] K. D. H. Hendri Tamara Yuda, Putra Agina Widyaswara Suwaryo, Laeli Fitriyati, Aseska Galah Mahardika, “Jurnal empati,” *J. EMPATI*, vol. 3, no. 2, pp. 1110–118, 2021.
- [21] K. Karyono, R. Rohadin, and D. Indriyani, “Penanganan Dan Pencegahan Pandemi Wabah Virus Corona (Covid-19) Kabupaten Indramayu,” *J. Kolaborasi Resolusi Konflik*, vol. 2, no. 2, p. 164, 2020, doi: 10.24198/jkrk.v2i2.29127.
- [22] N. Thambu, H. J. Prayitno, and G. A. N. Zakaria, “Incorporating Active Learning into Moral Education to Develop Multiple Intelligences: A Qualitative Approach,” *Indones. J. Learn. Adv. Educ.*, vol. 3, no. 1, pp. 17–29, 2021, doi: 10.23917/ijolae.v3i1.10064.
- [23] A. H. Muslim and F. Rohmi, “Analisis Pendidikan Karakter Tanggung Jawab Siswa Kelas Iii Di Sd Alam Baturraden (Sabar),” ... *Pagelaran Pendidik. Dasar ...*, pp. 290–296, 2019, [Online]. Available: <http://seminar.uad.ac.id/index.php/ppdn/article/view/1448>.
- [24] Mastura and R. Santaria, “Dampak Pandemi Covid-19 terhadap Proses Pengajaran bagi Guru dan Siswa (The Impact of the Covid-19 Pandemic on the Teaching Process for Teachers and Students),” *J. Stud. Guru dan Pembelajaran*, vol. 3, no. 2, pp. 289–295, 2020, doi: <https://doi.org/10.30605/jsgp.3.2.2020.293>.
- [25] M. N. Fahmi and S. Susanto, “Implementasi Pembiasaan Pendidikan Islam dalam Membentuk Karakter Religius Siswa Sekolah Dasar,” *Pedagog. J. Pendidik.*, vol. 7, no. 2, pp. 85–89, 2018, doi: 10.21070/pedagogia.v7i2.1592.
- [26] R. K. Sari, “Identifikasi Penyebab Ketidakpatuhan Warga Terhadap Penerapan Protokol Kesehatan 3M Di Masa Pandemi Covid-19,” *J. AKRAB JUARA*, vol. 6, no. 1, pp. 84–94, 2021, [Online]. Available: <http://akrabjuara.com/index.php/akrabjuara/article/view/1354>.
- [27] N. Rohmah, S. Hidayat, and L. Nulhakim, “Implementasi Pendidikan Karakter Disiplin dalam Mendukung Layanan Kualitas Belajar Siswa,” *J. Imiah Pendidik. dan Pembelajaran*, vol. 5, no. 1, p. 150, 2021, doi: 10.23887/jipp.v5i1.30308.
- [28] E. Prasetyo, “Internalisasi Nilai Karakter Membangun Modal Sosial,” *J. Teor. dan Praksis*, vol. 3, no. November 2015, p. hal 95-102, 2018, doi: <http://dx.doi.org/10.17977/um022v3i22018p095>.
- [29] N. Setiawatri and A. Kosasih, “Implementasi Pendidikan Karakter Peduli Sosial Pada Masyarakat Pluralisme Di Cigugur Kuningan,” *J. Pendidik. Karakter*, vol. 9, no. 2, pp. 179–192, 2019, doi: 10.21831/jpk.v9i2.22986.
- [30] Z. Luthvia, M. R. Nababan, and D. Kristina, “Tindak Tutur Direktif Beda Gender Pada Peristiwa Tutur,” *Pros. Konf. Pendidik. Nas. “Strategi dan Implementasi Pendidik. Karakter pada Era Revolusi Ind. 4.0,”* vol. 2, no. 1, pp. 310–315, 2020, [Online]. Available: [http://ejurnal.mercubuana-yogya.ac.id/index.php/Prosiding\\_KoPeN/article/view/1117](http://ejurnal.mercubuana-yogya.ac.id/index.php/Prosiding_KoPeN/article/view/1117).
- [31] U. Jaenudin and T. Tahrir, “Studi Religiusitas, Budaya Sunda, dan Perilaku Moral pada Masyarakat Kabupaten Bandung,” *J. Psikol. Islam dan Budaya*, vol. 2, no. 1, pp. 1–8, 2019, doi: 10.15575/jpib.v2i1.3445.
- [32] D. P. Oktari and A. Kosasih, “Pendidikan Karakter Religius dan Mandiri di Pesantren,” *J. Pendidik. Ilmu Sos.*, vol. 28, no. 1, p. 42, 2019, doi: 10.17509/jpis.v28i1.14985.
- [33] N. P. Astuti, E. G. Z. Nugroho, J. C. Lattu, I. R. Potempu, and D. A. Swandana, “Persepsi Masyarakat terhadap Penerimaan Vaksinasi Covid-19: Literature Review,” *J. Keperawatan*, vol. 13, no. 3, pp. 569–580, 2021, doi: 10.32583/keperawatan.v13i3.1363.
- [34] T. Supono and W. Tambunan, “Kesiapan Penerapan Protokol Kesehatan Di Lingkungan Sekolah Dasar Pangudi Luhur Jakarta Selatan,” *J. Manaj. Pendidik.*, vol. 10, no. 2, pp. 57–65, 2021, doi: 10.33541/jmp.v10i2.3269.
- [35] S. W. Utami, “Penerapan Pendidikan Karakter Melalui Kegiatan Kedisiplinan Siswa,” *J. Pendidik. (Teori dan Prakt.*, vol. 4, no. 1, p. 63, 2019, doi: 10.26740/jp.v4n1.p63-66.
- [36] N. B. Q. A’yuni and P. Parji, “Tindak tutur ilokusi novel Surga Yang Tidak Dirindukan karya Asma Nadia (kajian pragmatik),” *Linguist. J. Ilm. Bahasa, Sastra, dan Pembelajarannya*, vol. 1, no. 1, p. 6, 2017, doi: 10.25273/linguista.v1i1.1307.
- [37] G. B. P. Arnaz Anggoro Saputro, Yudi Dwi Saputra, “ANALISIS DAMPAK COVID-19 TERHADAP KESADARAN MASYARAKAT DALAM PENERAPAN PROTOKOL KESEHATAN Arnaz,” vol. 3, no. 2, pp. 81–92, 2020, doi: <https://doi.org/10.29408/porkes.v3i2.2865>.
- [38] B. Maunah, “Implementasi Pendidikan Karakter

- Dalam Pembentukan Kepribadian Holistik Siswa,” *J. Pendidik. Karakter*, no. 1, pp. 90–101, 2016, doi: 10.21831/jpk.v0i1.8615.
- [39] C. F. Tan, L. H. Worabai, and S. A. Rahman, “Sosialisasi Penerapan Protokol Kesehatan dalam Masa Pandemi Covid-19 kepada Masyarakat di Kecamatan Purwakarta,” vol. 1, no. 2, pp. 162–168, 2021, doi: <https://doi.org/10.33701/jtpm.v1i2.1917>.
- [40] R. S. Melati, S. D. Ardianti, and M. A. Fardani, “Analisis Karakter Disiplin dan Tanggung Jawab Siswa Sekolah Dasar pada Masa Pembelajaran Daring,” *Edukatif J. Ilmu Pendidik.*, vol. 3, no. 5, pp. 3062–3071, 2021, [Online]. Available: <https://edukatif.org/index.php/edukatif/article/view/1229>.
- [41] S. A. Abdullah Syakur Novianto, Adib Qosim Masrukhan, Ikbar Zakariya, Iksan, Alwi Muhamad, Navila Laila Wardani, Cynthia Renita Putri, Zukhruf Dinnisa’, Riza Humayroh, Iqbal Burhanuddin Maulidy, “EDUKASI MASYARAKAT MELALUI PROGRAM SOSIALISASI VAKSINASI DI MASA PANDEMI COVID-19,” *J. PEMBELAJARAN Pemberdaya. Masy.*, vol. 2, no. 2, pp. 137–141, 2021, doi: <http://dx.doi.org/10.33474/jp2m.v2i2.10587>.
- [42] H. Oktapiantama and A. P. Y. Utomo, “Analisis Tindak Tutur Direktif Pada Film Keluarga Cemara Karya Yandy Laurens,” *GHANCARAN J. Pendidik. Bhs. dan Sastra Indones.*, vol. 2, no. 2, pp. 76–87, 2021, doi: 10.19105/ghancaran.v2i2.3271.
- [43] N. T. Atika, H. Wakhuyudin, and K. Fajriyah, “Pelaksanaan Penguatan Pendidikan Karakter Membentuk Karakter Cinta Tanah Air,” *Mimb. Ilmu*, vol. 24, no. 1, p. 105, 2019, doi: 10.23887/mi.v24i1.17467.
- [44] M. H. aprilina, Nurul; Fauziah, Tati; & Affan, “Implementasi Pendidikan Karakter Cinta Tanah Air Melalui Pembelajaran IPS di Gugus 25 SDN 2 Mata IE Aceh Besar,” *J. Ilm. Mhs. Pendidik. Guru Sekol. Dasar*, vol. 2, no. 3, pp. 32–40, 2017, [Online]. Available: <http://www.jim.unsyiah.ac.id/pgsd/article/view/7014>.